

METHOD AND SYSTEM FOR PROVIDING INCENTIVES TO ONLINE FUNDRAISERS

5

ABSTRACT

A web-based method and system for increasing the effectiveness of a fundraising campaign is disclosed. In one embodiment, the method allows NPOs to cooperate with corporations to provide the incentives to the fundraisers. The method comprises the steps 10 of contacting corporations to participate in a fundraising campaign by providing e-coupons, the e-coupons providing discounts for online shopping, receiving the e-coupons, creating one or more virtual goodie bags containing the e-coupons, contacting friends, family and others via emails to solicit donations, and providing the virtual goodie bags to the fundraisers. In one embodiment, the e-coupons are received and processed online. In 15 one embodiment, the web-based system for increasing the effectiveness of a fundraising campaign by providing incentives to fundraisers comprises means for contacting corporations to participate in a fundraising campaign by providing e-coupons, means for receiving the e-coupons, one or more virtual goodie bags containing the e-coupons, email means for contacting friends, family and others to solicit donations, and means for 20 providing the virtual goodie bags to the fundraisers.